IN THE CLAIMS

1.(currently amended) A display apparatus, comprising:

display means including a display screen of an aspect ratio that is different from an aspect ratio of an image corresponding to an input image signal;

image signal generating means for generating an image signal corresponding to a no-picture region of a display region on the display screen, the no-picture region being a remaining portion of the display region in which a picture region of the image is excluded;

composing means for generating a composite image signal in which an image signal for the no-picture region is combined with the input image signal;

display brightness level setting means for setting a display brightness level for the composite image signal based on an average brightness level of the composite image signal from the means;

display drive means for driving the display means to a brightness in accordance with the display brightness level set by said display brightness level setting means;

average brightness level detecting means for detecting an average brightness level of the input image signal; and

no-picture brightness level setting means for setting a brightness level of the image signal for the no-picture region prior to setting the display brightness level for the composite image signal, the setting of the brightness level of the image signal for the no-picture region being based on the average brightness level detected by the average brightness level detecting means such that the display brightness level of the no-picture region, after setting the display brightness level for the composite image signal, is ~~whereby a display brightness level at which a visual brightness of the no picture region is~~

substantially constant ~~is set by the display brightness level setting means~~.

2. (previously presented) The display apparatus according to claim 1 wherein:

the display brightness level setting means sets the display brightness level higher in a case that the average brightness level of the composite image signal is lower, and sets the display brightness level lower in a case that the average brightness level of the composite image signal is higher and also when the brightness levels in both cases are equal.

3. (previously presented) The display apparatus according to claim 1,

wherein the display screen has an aspect ratio elongated in a lateral direction as compared with a 4:3 aspect ratio,

the picture region has the 4:3 aspect ratio and is placed at a center in the lateral direction of the display screen having the laterally elongated aspect ratio, and

the no-picture region is formed in both of right and left sides of the picture region.

4. (original) The display apparatus according to claim 1,

wherein, on the display screen, pixels are formed from respective display cells of three primary colors, and a grayscale representation is performed by controlling a light emission period of the display cell for each of a plurality of sub-fields, the sub-field being formed by dividing one field,

the input image signal includes image signals of three primary colors respectively corresponding to the display cells of three primary colors, and

each of the image signals of three primary colors is averaged for each pixel and supplied to the average brightness level detecting means.

5.(currently amended) A method of displaying a picture, comprising:

a displaying step producing a display on a display screen of an aspect ratio that is different from an aspect ratio of an image corresponding to an input image signal;

a generating step for generating an image signal corresponding to a no-picture region of a display region on the display screen used in the displaying step, the no-picture region being a remaining portion of the display region in which a picture region of the image is excluded;

a composing step for generating a composite image signal in which an image signal for the no-picture region is combined with the input image signal;

a setting step for setting a display brightness level for the composite image signal based on an average brightness level of the composite image signal;

an average brightness level detecting step for detecting an average brightness level of the input image signal; and

a no-picture brightness level setting step for setting a brightness level of the image signal for the no-picture region prior to setting the display brightness level for the composite image signal, the setting of the brightness level of the image signal for the no-picture region being based on the average brightness level detected in the average brightness level detecting step such that the display brightness level of the no-picture region, after setting the display brightness level for the composite image signal is~~, whereby a display brightness level at which a visual brightness of the no picture region is~~

substantially constant ~~is set in the display brightness level setting step~~.

6.(previously presented) The method of displaying a picture according to claim 5,

the display brightness level setting step sets the display brightness level higher in a case that the average brightness level of the composite image signal is lower, and sets the display brightness level lower in a case that the average brightness level of the composite image signal is higher and also when the brightness levels in the both cases are equal.

7.(original) The method of displaying a picture according to claim 5,

wherein the input image signal includes image signals of three primary colors respectively corresponding to the display cells of three primary colors, and

the average brightness level is detected on a basis of each of image signals of three primary colors, which is averaged for each pixel in the average brightness level detecting step.

8.(currently amended) A display apparatus, comprising:

a display including a display screen;

an image signal generating section for generating an image signal corresponding to a no-picture region of a display region displaying on the display screen of the display, the no-picture region being a remaining portion of the display screen in which a picture region is excluded, the picture region displaying an input image signal;

a composing section for generating a composite image signal in which an image signal for the no-picture region is combined with the input image signal;

a display brightness level setting section for setting a display brightness level for the composite image signal based on an average brightness level of the composite image signal from the composing section;

a display driver for driving the display to obtain a brightness in accordance with the display brightness level set by said display brightness level setting section;

an average brightness level detecting section for detecting an average brightness level of the input image signal; and

a no-picture brightness level setting section for setting a brightness level of the image signal for the no-picture region prior to setting the display brightness level for the composite image signal, the setting of the brightness level of the image signal for the no-picture region being based on the average brightness level detected by the average brightness level detecting section such that the display brightness level of the no-picture region, after setting the display brightness level for the composite image signal is~~, whereby a display brightness level at which a visual brightness of the no picture region is~~ substantially constant~~ is set by the display brightness level setting section~~.

9. (previously presented) The display apparatus according to claim 1, wherein the no-picture brightness level setting means comprises a look-up table in which no-picture region data is cross-referenced to average brightness level of the input image signal.